REFERENCE

1. Anja Lambrecht, Catherine Tucker (2012): Paying with money or effort Pricing when customers anticipate hassels Journal of Marketing Research Vol 49 pgs 66 to 82

2. Arul Mishra & Himanshu Mishra (2010): We are what we consume: the influence of food consumption on impulsive choice. Journal of Marketing Research Vol 47 pgs 1129 to 1137.

3. Asthana AK (2012) : Analysis of Strategic decision of Product Line extension by IFFCO using the BCG model.Indian Journal of Marketing Vol 42

4. Athanasios Kristallis, Klaus G Grunert, Marcia D de Barcellos, Taula Perrea, & Wim Verbeke (2012) : Consumer attitudes towards sustainability aspects of food production : insights from three continents, Journal of Marketing Management Vol 28 issue 3-4 pgs 334 to 372

5. Babu P George & Manoj Edward (2009): Cognitive dissonance and purchase involvement in the consumer behavior context. ICFAI University Journal of Marketing Management Vol 8 pgs 3 to 10

6. Benedict GC Dellaert, Gerald Hauble (2012): Searching in choice mode Consumer decsision process in product serach with recommendations. Journal of Marketing Research Vol 49 pgs 277 to 288

7. Blair Kidwell, David M Hardesty, Brian R Murtha, Shibin Sheng (2011):Emotional Intelligence in Marketing exchanges. Journal of Marketing Vol 75 pgs 78 to 95.

8. Chandan Goswami, & Pradip C Bhuyan (2012) : Segmental variations in fish consumption behavior. Indian Journal of Marketing Vol 42.

9. Che Aniza Binti Che Wel & Jamil Bojei (2009) : Determining Relationship Maturing Instruments. ICFAI University Journal of Marketing ManagementVol 8 pgs 25 to 32

10. Ernst C Osinga, Peter SH Leeflang, Shuba Sreenivasan, Jaap E Wereinga(2011): Why do firms invest in consumer advertising with limited sales response? A shareholder perspective. Journal of Marketing Vol 75 pgs 109 to 124.

11. Figen Ebren (2009) Consumer behavior from a social communication perspective . ICFAI University Journal of Marketing Management Vol 8 pgs 11 to 181.

12. Gyi Huang, Vincent R Nijs, Karsten Hansen, Eric T Anderson (2012): Walmart's impact on supplier profit. Journal of Marketing Research Vol 49 pgs 131 to 143.

13. Ingrid Moonsa & Patrick De Pelsmackreb (2012) : Emotions as determinants of electric car usage intentions, Journal of Marketing Management Vol 28 issue 3-4 pgs 195 to 237.

14. James F Devlin (2011) : Evaluative Cues & services : the effect of consumer knowledge. Journal of Marketing Management Vol 27 issue 13-14 pgs 1366 to 1377.

15. Jan Benedict EM Steenkampf, Herald J van Herdee, Inge Geinskins (2010) : What makes consumers willing to pay a price premium for national brands over private labels? Journal of Marketing Research Vol 47 pgs 1011 to 1024.

16. JesperH Neilsen, Stewart A Shapiro, Charlotte H Mason (2010): Emotionality & Semantic onsets: ExploringOrienting Attention response in Advertising. Journal of Marketing Research Vol 47 pgs 1138 to 1150.

17. Jie Zhang, Els Breugelmans (2012):The Imapact of an item based loyalty program on Consumer buyer behavior. Journal of Marketing Research Vol 49 pgs 50 to 65.

18. JiHoonJhang, Susan Jung Grant, Margaret C Campbell (2012)Get it ?Got it? Good!Enhancing new products acceptance by facilitating resolution of extreme incongruity. Journal of Marketing Research Vol 49 pgs 247 to 259.

19. Kelly Goldsmith, On Amir (2010) : Can uncertainty improve promotions ? Journal of Marketing Research Vol 47 pgs 1070 to 1077.

20. Kunter Gunasti, William T Ross, (2010): How & when alpha numerical Brand names affect consumer preferences Journal of Marketing Research Vol 47 pgs 1177 to 1192.

21. Laura Salciuviene, Pervez N Ghauri, Ruth Salomea Streder, & Claudio D Matos (2010) : Do Brand Names in a foreign language lead to different Brand perceptions. Journal of Marketing Management Vol 26 issue 11-12 pgs 1037 to 1056.

22. Maciej Szymanowski, ElsGijsbrechts (2012): Consumption based cross brand learnings; are private labels really private? Journal of Marketing Research Vol 49 pgs 231 to 246

23. Marco Bertini, Luc Wathieu, Sheena S Iyengar (2012): The discriminating Consumer Product proliferation & the willingness to pay for quality. Journal of Marketing Research Vol 49 pgs 39 to 49

24. Michael K Brady, Clay M Voorhees, Michael J Brusco (2012): Service sweethearting: its antecedents & customer consequences. Journal of Marketing Vol 76 pgs 81 to 98.

25. Nevena T Koukova, Kannan PK, Amna Kirmani (2012): Multi format digital products How design attributes interact with usage situations to determine choice. Journal of Marketing Research Vol 49 pgs 100 to 114

26. Phil Megicks, Juliet Memery & Robert J Angell (2012) : Understanding Local Food Shopping : Unpacking the Ethical Dimensions, Journal of Marketing Management Vol 28 issue 3-4 pgs 264 to 289.

27. Philip Crowther & Leah Donlan (2011) : Value creation space : the role of events in a service dominant marketing paradigm. Journal of Marketing Management Vol 27 issue 13-14 pgs 1444 to 1463

28. Philipp Schmitt, Berndt Skeira, Christophe Van Den Bulte (2011): Referral Programs & Customer Values Journal of Marketing Vol 75 pgs 46 to 59

29. Pradeep Racheria, Munir Mandviwalla, & Daniel J Connolly(2012) : Factors affecting consumer's trust in online product. Journal of Consumer behavior Vol 11 pgs 94 to 104.

30. Rajani Kambhoj (2012) Maggie Noodles magic of the two minute campaign. Indian Journal of Marketing Indian Journal of Marketing Vol 42.

31. Ravi Dhar, Klaus Wertenbroch (2012): Self signaling & the Costs & benefits of Temptations in consumer choice. Journal of Marketing Research. Vol 49 pgs 15 to 25.

32. Rebecca J Slotegraff, Kwaku Atuahene Gima (2011) : Product Development Team Stability and New Product Advantage: the role of decision making process. Journal of Marketing Vol 75 pgs 96 to 108.

33. Ruth Rettie, Kevin Burchell, & Debra Riley (2012) : Normalising Green Behaviours : a new approach to sustainability marketing, Journal of Marketing Management Vol 28 issue 3-4 pgs 420 to 444.

34. Sanjay Puligadda, William T Ross, Rajdeep Grewal (2012):Individual differences in Brand schematicity. Journal of Marketing Research Vol 49 pgs 115 to 130.

35. Stephanie Slater & Mirella Yani – de- Soriano (2010) : Researching Consumers in Multi cultural societies : emerging methodological issues. Journal of Marketing Management Vol 26 issue 11-12 pgs 1143 to 1160

36. Svetlana Bogomolova & Olga Grudinina (2011) : Under the Marketer's Radar : commonly ignored triggers for Brand repertoire changes. Journal of Marketing Management Vol 27 issue 13-14 pgs 1378 to 1403

37. Thomas. T. Thomas (2012) : Marketing Paradigms for Rural India. Indian Journal of Marketing Vol 42 No. 4

38. Tom Meyvis, Kelly Goldsmith, Ravi Dhar (2012): The importance of context in Brand extensions: how pictures and comparisons shift consumers' focus from fit to quality. Journal of Marketing Research Vol 49 pgs 206 to 217.

39. Xueming Luo, Christian Homburg, Jan Weisike (2010) : Customer satisfaction, Analysts stock recommendations, and firm value. Journal of Marketing Research Vol 47 pgs 1041 to 1058

40. Zheyin Gu, Sha Yang (2010) :Quantity discount dependent consumer preferences & competitive non linear pricing. Journal of Marketing Research Vol 47 pgs 1100 to 1113